Indiana's Telephone Privacy Law was enacted to protect consumers from unsolicitated sales calls. I never have purchased and never will purchase anything over the telephone and am currently exceedingly happy that I am not bombarded with (oftentimes harassing) telephone sales calls the minute I walk in the door. It doesn't matter if I have an existing relationship with a company or not, I will still not purchase any unsolicitated good or service over the telephone and many people I know feel the same way.